

# City of Fresno

## Population

	2006	2007	2008		2006	2007	2008
Fresno County	899,514	917,515	931,098	Tulare County	420,619	429,006	435,240
Fresno City	471,479	481,035	486,116	Kings County	147,729	151,381	154,434
Madera County	144,396	148,721	150,887	Mariposa County	18,316	18,254	18,406
Merced County	246,751	251,510	255,250	Area Total	1,877,325	1,916,837	1,945,315

Source: California Department of Finance

## Population of City/County of Fresno

	1990	2000	2008	2010 projection	2020 projection	1990 - 2000 % Change	2000 - 2010 % Change
Fresno City Population	354,091	427,652	486,116	505,479	590,767	20.8%	15.3%
Fresno County Population	667,490	803,401	931,098	949,961	1,114,654	20.4%	15.4%

Source: California Department of Finance, Demographic Research Unit

## Fresno County Ethnic Breakdown

Ethnic Breakdown	1990	2000	2008	2010 projection	2020 projection
White	50.9%	40.0%	34.8%	29.1%	23.6%
Hispanic/Latino	35.5%	44.3%	49.1%	54.1%	58.8%
Asian/Pac. Islander	8.2%	8.3%	9.3%	7.9%	7.6%
African American	4.7%	5.1%	4.8%	5.7%	6.2%
American Indian	0.8%	0.8%	0.8%	1.6%	2.3%
Multirace	0.0%	1.4%	1.2%	1.5%	1.5%

Source: California Department of Finance, Demographic Research Unit

## Labor Force - Fresno County

Employment by Industry	Percentages
Accommodations & Food Services	7.0%
Administrative & Support	4.4%
Agriculture, Forestry, Fishing & Hunting	10.9%
Arts, Entertainment & Recreation	0.8%
Construction	6.8%
Educational Services	11.6%
Finance & Insurance	3.2%
Health Care and Social Assistance	10.2%
Information	1.4%
Manufacturing	7.8%
Other Services (Except Public Admin)	3.3%
Professional, Scientific & Technical Services	3.3%
Public Administration	11.0%
Real Estate & Rental, Leasing	1.3%
Retail Trade	10.3%
Transportation & Warehousing	2.4%
Wholesale Trade	3.8%
Utilities	0.5%

Source: California Department of Finance, Demographic Research Unit

## Fresno County Gender Comparision

	Male %	Female %
2008	50.35%	49.65%
2010	50.77%	49.23%
2020	50.79%	49.03%

Source: California Department of Finance

## Income - City of Fresno 2008

Median Household Income	\$40,328
Mean Household Income	\$54,718
Households	153,244

Source: U.S. Census Bureau

## Income - City of Fresno 2006

Income	% of Households
Less than \$10,000	11.07%
\$10,000 - \$14,999	7.80%
\$15,000 - \$24,999	13.36%
\$25,000 - \$34,999	11.97%
\$35,000 - \$49,000	15.52%
\$50,000 - \$74,999	17.54%
\$75,000 - \$99,999	10.79%
\$100,000 - \$149,999	7.14%
\$150,000 - \$199,999	2.87%
\$200,000 - or more	1.95%

Source: U.S. Census Bureau

## Retail Sales

Type of Business	% of Households
Apparel Stores	4.7%
General Merchandise Stores	18.3%
Food Stores	6.6%
Eat/Drink Stores	13.0%
Home Furnishing/Appliance	4.8%
Bldg. Matrl. and Farm	10.7%
Auto Dealers/Auto Supplies	20.8%
Service Stations	6.6%
Other Retail	16.1%

Source: Board of Equalization

## City of Fresno

Tax Revenue Sources:

Category	%	Dollars
Retail	30%	54,950,835
Transportation	26%	47,584,475
Food Prod.	14.6%	26,854,904
Construction	14.2%	26,013,211
Bus. to Bus.	14%	25,722,187
Misc.	1.0%	1,731,196
<b>Total:</b>	<b>100%</b>	<b>182,856,808</b>

MuniServices 3rd Qtr Sales Tax Review

## Fresno MSA

	1996	2000	2004	2005	2006
Per Capita Personal Income	\$18,952	\$21,975	\$25,257	\$25,961	\$27,107
Personal Income (Millions)	\$14,450	\$17,628	\$21,859	\$22,796	\$24,173

Source: Bureau of Economic Analysis

## Real Estate

### Retail

Northwest Completed/Under Construction	2005	530,040 SF
Planned Construction	2006	324,403 SF
Potential Developments	-	528,520 SF
<b>Total Area</b>		<b>1,382,963 SF</b>

Northeast Completed/Under Construction	2005	988,613 SF
Planned Construction	2006	348,802 SF
Potential Developments	-	1,093,511 SF
<b>Total Area</b>		<b>2,430,926 SF</b>

Southwest Completed/Under Construction	2005	0 SF
Planned Construction	2006	25,620 SF
Potential Developments	-	107,734 SF
<b>Total Area</b>		<b>133,354 SF</b>

Southeast Completed/Under Construction	2005	17,160 SF
Planned Construction	2006	91,765 SF
Potential Developments	-	145,318 SF
<b>Total Area</b>		<b>1,562,112 SF</b>

Source: 3rd Ann. Real Estate Forecast

### Residential

#### Homes & Condos Sold

Year	Fresno
2001	7,122
2002	8,280
2003	8,717
2004	9,317
2005	10,224
2006	7,512

## Sales Tax Permits as of 7/1/05

City of Fresno	: 20,201
State	: 1,057,829

Source: Board of Equalization

## Number of Licensed Businesses

City of Fresno	: 27,000
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Source: City of Fresno Finance Dept.

## Median Home Price 2007

California	Fresno
\$488,640	\$272,000

Source: CA Dept. of Housing & Community Development

## Industrial Rents

\$.28 to \$.55 per Sq. Ft./month

Source: 4th Ann. Real Estate Forecast

### Office

Submarket	Square Feet Submarket
Airport	1,232,549
Downtown	2,978,738
East Shaw	1,384,613
Central	1,917,892
Northeast	1,425,614
Northwest	2,836,321
West Shaw	1,788,719
Woodward	3,207,754
<b>Total</b>	<b>16,772,200</b>

## Land Values

\$3.50 to \$4.50 per Sq. Ft.

Square Feet Vacant	Vacancy
122,125	9.90%
433,990	14.60%
202,815	14.60%
113,985	5.90%
137,243	9.60%
515,573	18.20%
191,626	10.70%
501,470	15.60%
<b>2,218,827</b>	<b>13.23%</b>

Source: 5th Ann. Real Estate Forecast

## Industrial

	Square Feet Submarket	Square Feet Available	% Vacancy	Rent
Northeast	1,158,328	326,552	2.80%	\$0.42
Northwest	7,641,052	262,871	3.40%	\$0.48
Southeast	26,951,616	2,236,357	8.30%	\$0.26
Southwest	8,180,662	601,548	7.30%	\$0.36
<b>Total</b>	<b>43,931,658</b>	<b>2,427,328</b>	<b>6.30%</b>	<b>\$0.30</b>

Source: 5th Ann. Real Estate Forecast

## Utilities

Water  
Current Rate per 1,000 gallons is \$0.686/mth

Solid Waste (Commercial - General)  
Current rate per cubic yard 1day/week service  
\$37.21

Source: City of Fresno Master Fee Schedule